



WCPO

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ORDER

Print Date 10/30/12

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Flight Dates 10/31/12-11/06/12

Contract / Revision 316278 /

Original Date / Revision
10/30/12 10/30/12

Advertiser Cupp-Kennedy / Republican

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

Candidate . Cupp-Kennedy 10.31-1

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 3149

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	18	\$13,217.50	\$15,550.00	0.00
Totals	18	\$13,217.50	\$15,550.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	18	\$13,217.50	\$15,550.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/31/12	11/06/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$150.00		0.00			
N 2	WCPO	10/31/12	11/06/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$400.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$400.00		0.00			
N 3	WCPO	10/31/12	11/06/12	M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	4	\$2,400.00



WCPO

Print Date: 10/30/12

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wcpo.com
kypost.comContract / Revision **316278** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:20:00

Advertiser **Cupp-Kennedy / Republica** Product **Candidate . Cupp-Kennedy** Estimate # **3149**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMA 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					3	\$600.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					1	\$600.00		0.00			
N 4	WCPO	10/31/12	11/06/12	M-F 5-530p News	CM	5-530p	MTWTF--	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
				M-F 5-530p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					2	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 5	WCPO	10/31/12	11/06/12	M-F 6-630p News	CM	558-630p	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					1	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
N 6	WCPO	10/31/12	11/06/12	M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
				M-SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					3	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 7	WCPO	10/31/12	11/06/12	M-SU 11p Late News	CM	11-1135p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				M-SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
													Totals	18	\$15,550.00